

## Abstract of the Disclosure

A coupon distribution system comprising a plurality of consumer units each operated by a consumer and comprising a display monitor, a memory for storing data to be displayed on the display monitor, a data processing unit connected to the display monitor and the memory and having a modem connectable over a communication channel to a coupon server, and a user input device to permit a consumer to make one or more selections from choices displayed on the display monitor. The coupon server comprises a memory for storing first data corresponding to one or more participating retail outlets, the first data including data for identifying each of the retail outlets by name and inventory of goods offered for sale, and second data containing coupon data used for generating electronic discount coupons for selected goods, and a data processing unit a modem connectable over the communication channel to the at least one consumer unit. The data processing unit of the server is responsive to a connection with a consumer unit to transmit for display on the display monitor of the consumer unit a first file containing a list of participating retail outlets which may be individually selected by the consumer using the user input device. The server data processing unit is further responsive to the selection of a retail outlet by the consumer to transmit to the consumer unit a second file containing first data corresponding to the selected retail outlet for display on the display monitor of the consumer unit, the second file containing the identity of goods offered for sale by the selected retail outlet, and the displayed goods

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being individually selectable by the consumer using the user input device. The data processing unit of the server is also responsive to the selection of one or more items of goods by the consumer to transmit a third file for display on the display monitor of the consumer unit containing second data corresponding to the selected goods, the third file containing electronic coupons corresponding to one or more of the selected goods.